**Claims**

1. A method of delivering an object relating to a broadcast media stream to a user terminal (110) of a radio system (206), c h a r a c t e r i z e d by

5          broadcasting the media stream by a broadcast system (2000),
           associating the object to the media stream in the broadcast system (2000),
           delivering an object identification of the object from the broadcast system (2000) to at least one user terminal (110),

10         presenting the object identification in synchronization with the media stream in the user terminal (110),
           sending, if a user requests the delivery of the object based on the object identification, a transaction signal with the object identification from the user terminal (110) to a database (208) of at least one object through the radio

15  system (206), and
           delivering the object of the object identification from the database (208) to the user terminal (110), which sent the request signal, through the radio system (206).

2. The method of claim 1, c h a r a c t e r i z e d by providing the
20  broadcast system (2000) with object identifications of the objects available in a database (208) of an object provider.

3. The method of claim 1, c h a r a c t e r i z e d by creating the objects and the object identifications in the broadcast system (2000) and saving the objects in a database (208).

25         4. The method of claim 1, c h a r a c t e r i z e d by delivering the object identification from the broadcast system (2000) to at least one user terminal (110) through the radio system.

5. The method of claim 1, c h a r a c t e r i z e d by delivering the object identification from the broadcast system (2000) to at least one user ter-
30  minal (110) as an RDS broadcast.

6. The method of claim 1, c h a r a c t e r i z e d by sending the transaction signal from the user terminal directly to the database of the object provider through the radio system.

7. The method of claim 1, c h a r a c t e r i z e d by sending first the
5    transaction signal from the user terminal to a server (204) serving the broadcast system (2000) through the radio system, and sending a signal with the object identification from the server (204) to the database (208) of the object provider.

.8. The method of claim 1, c h a r a c t e r i z e d by associating the
10   object identification to the media stream such that the object identification is attached to a broadcasting timeline of the media stream, and delivering the object identification in accordance with the broadcasting timeline of the media stream.

15   9. The method of claim 1, c h a r a c t e r i z e d by recording and processing the transfer of each object to the user terminals by means of a transaction processing device.

10. The method of claim 1, c h a r a c t e r i z e d by identifying the
20   format of the object identification and the object by means of the user terminal, the identifying revealing information, such as the supporting application needed, additional rights pertaining to the object, forwarding limitations associated with the object, or any combination thereof.

11. A media system relating to a broadcast system (2000) config-
25   ured to broadcast a media stream, c h a r a c t e r i z e d in that the media system further comprises:
         a radio system (206) including at least one base station and at least one user terminal (110), the broadcast system (2000) having a connection to the radio system (206),
30       the broadcast system (2000) being configured to associate at least one object identification to a broadcasting timeline of the broadcast media stream and the broadcast system (2000) being configured to deliver object identifications to the user terminals (110);

the user terminal (110) being configured to receive at least one object identification from the broadcast system (2000) and to present the at least one object identification in synchronization with the media stream, and the user terminal (110) being configured to send, if a user requests the delivery of the
5   object based on an object identification, a transaction signal with the object identification to a database (208) having at least one object through the radio system (206), and

the database (208) being configured to deliver the object of the object identification to the user terminal (110), which sent the request signal,
10   through the radio system (206).

12. The system of claim 11, c h a r a c t e r i z e d in that the database (208) of the object provider is configured to provide the broadcast system (2000) with object identifications of the objects available in the database (208).

13. The system of claim 11, c h a r a c t e r i z e d in that the broad-
15   cast system (200) is configured to create the objects and the object identifications and save the objects in the database (208).

14. The system of claim 11, c h a r a c t e r i z e d in that the broadcast system (2000) is configured to deliver the object identification to at least one user terminal (110) through the radio system.

20   15.The system of claim 11, c h a r a c t e r i z e d in that the broadcast system (2000) is configured to deliver the object identification to at least one user terminal (110) as an RDS broadcast.

16. The system of claim 11, c h a r a c t e r i z e d in that the user terminal (110) is configured to send the transaction signal directly to the data-
25   base (208) of the object provider through the radio system.

17. The system of claim 11, c h a r a c t e r i z e d in that the media system further comprises a server (204) serving the broadcast system (2000), and the user terminal (110) is configured to send the transaction signal to the server (204) through the radio system, the server (204) being configured to
30   send a signal with the object identification to the database (208) of the object provider.

18. The system of claim 11, c h a r a c t e r i z e d  in that the broad-
cast system (2000) comprises a content creation tool (202) configured to asso-
ciate the object identification to the media stream such that the object identifi-
cation is attached to a broadcasting timeline of the media stream, and to de-
5   liver the object identification in accordance with the broadcasting timeline of
the media stream.

19. The system of claim 11, c h a r a c t e r i z e d  in that the media
system further comprises a billing unit (330) configured to record and process
10  of the transfer of each object to the user terminals (110) for billing purposes.

20. The system of claim 11, c h a r a c t e r i z e d  in that the user
terminal (110) is configured to identify the format of the object identification and
the object, the identifying revealing information, such as the supporting appli-
15  cation needed, additional rights pertaining to the object, forwarding limitations
associated with the object, or any combination thereof.

21. A user terminal of a radio system, c h a r a c t e r i z e d  in that
the user terminal (110) is configured to
20       receive an object identification of an object from a broadcast system
(2000), the object being associated and synchronized to the broadcast media
stream in the broadcast system (2000),
         present the object identification in synchronization with the media
stream in the user terminal (110),
25       send, if a user requests the delivery of the object based on the ob-
ject identification, a transaction signal with the object identification to a data-
base (208) of at least one object through the radio system (206), and
         receive the object of the object identification delivered from the da-
tabase (208) through the radio system (206).

30  22. The user terminal of claim 21, c h a r a c t e r i z e d  in that the
user terminal (110) is configured to receive the object identification from the
broadcast system (2000) through the radio system.

23. The user terminal of claim 21, c h a r a c t e r i z e d  in that the
user terminal (110) is configured to receive the object identification from the
35  broadcast system (2000) as an RDS broadcast.

24. The user terminal of claim 21, c h a r a c t e r i z e d  in that the user terminal (110) is configured to send a transaction signal directly to the database of the object provider through the radio system.

25. The user terminal of claim 21, c h a r a c t e r i z e d  in that the
5  user terminal (110) is configured to send a transaction signal from the user terminal to a server (204) serving the broadcast system (2000) through the radio system, the server then sending a signal with the object identification to the database (208) of the object provider.